

## ברוכים הבאים לוועידת תל-אביב לחדשנות אורבנית WELCOME TO THE 8<sup>TH</sup> TEL AVIV CITIES SUMMIT

### OPENING PLENARY: "THE LIGHTHOUSE CITY"

#### 9:45am | "Welcome to Tel Aviv"

Ron Huldai, Mayor, TEL AVIV  
Henniette Reker, Mayor, COLOGNE  
Erion Vellaj, Mayor, TIRANA  
Uwe Becker, Deputy Mayor, FRANKFURT  
Jaume Collboni, Deputy Mayor, BARCELONA

#### 10:15am | Panel: "Cities as Beacons of Democracy and Global Progress"

Elliott Gotkine, Former Middle East Editor for Bloomberg Television, TEL AVIV  
**Interviewing:**  
Hanna Beata Grokiewicz-Waltz, Mayor, WARSAW

Ron Huldai, Mayor, TEL AVIV  
Henniette Reker, Mayor, COLOGNE  
Erion Vellaj, Mayor, TIRANA  
Uwe Becker, Deputy Mayor, FRANKFURT  
Jaume Collboni, Deputy Mayor, BARCELONA

#### 11:30am | "Inclusive, Democratic, Resilient Cities and Global Challenges: a Vision for the Future"

George Papandreu, Former Prime Minister of Greece, ATHENS

12:00pm | Lunch Break

### SMART STARTUP CITIES

#### 1pm | Opening Remarks

Adi Barei, Director of International Economic Development, Tel Aviv Global, TEL AVIV

#### 1:20pm | "The Israeli Secret Sauce"

Dr. Yossi Vardi, DLD Tel Aviv Chairman, TEL AVIV

#### 1:30pm | "The Recipe for a Smart Tel Aviv"

Liora Shechter, CIO, TEL AVIV

#### 1:45pm | Building Smart Cities – Global Perspectives

**Moderator:** Liora Shechter, CIO, TEL AVIV

**Panelists:**  
Dr. Jonathan Woetzel, MGI Director and Senior Partner, McKinsey & Co., SHANGHAI  
William Carbone, Cognitive Solutions and Watson Leader, IBM, BRATISLAVA

Didier Parakian, Deputy Mayor, MARSEILLE  
Jacinta Hargan, Director, Future Transport Program, Transport for NSW, SYDNEY

#### 2:30pm | Smart Citizens Engagement

Zohar Sharon, Chief Knowledge Officer, TEL AVIV

#### 2:40pm | Tech Solutions for Urban Social Challenges

**Moderator:** Zohar Sharon, Chief Knowledge Officer, TEL AVIV

**Panelists:**  
Katharine Fegebank, Deputy Mayor, HAMBURG  
Dr. Eugene Antalovsky, CEO, Urban Innovation VIENNA  
Bertrand Serp, VP, Digital Economy, TOULOUSE  
Ruth Sofer, Advisor to the Mayor for Gender Equality, TEL AVIV  
Shana Karkowski, Manager, The Platform, TEL AVIV

### URBAN TOURISM

#### 1pm | Opening Remarks

Isaac Mizrahi, Director of Tourism, Tel Aviv Global, TEL AVIV

#### 1:20pm | "The Tipping Point – when Tourists Changed our Cities"

Frans Van Der Avert, CEO, Amsterdam Marketing, AMSTERDAM

#### Interviewing:

Jordi William Carnes, CEO, Tourism BARCELONA  
Burkhard Kieker, CEO, Visit BERLIN  
Ilanit Melchior, Tourism Director, The Jerusalem Development Authority, JERUSALEM

#### 2pm | "The Nonsense of Destination Branding"

Robert Govers, Founding Chairman, The Int'l Place Branding Association, ANTWERP

#### 2:20pm | "Data Can Save You – Rediscovering Tourism"

**Moderator:** Prof. Yaniv Poria, Ben Gurion University, BE'ER SHEVA  
**Panelists:** Chris Fair, President, Resonance, NEW YORK  
Prof. Lorenzo Cantoni, President, IFITT, LUGANO  
Tamir Dayan, CEO, The Tel Aviv Convention Center, TEL AVIV

#### 2:50pm | "The Human City"

Joanna Landau, Founder & CEO, Vibe Israel, TEL AVIV

#### Interviewing:

Marco Massa, Creator, Humans of ROME  
Jimena Mizrahi, Creator, Humans of BUENOS AIRES  
Divyam Singhal, Creator, Humans of NEW DELHI  
Peter Varga, Creator, Humans of DUBLIN  
Erez Kaganovitz, Creator, Humans of TEL AVIV

#### 3:10pm | "Travel Tech Made in Tel Aviv"

**Moderator:** Rom E. Hender, Founder and Managing Partner, InnoVel, TEL AVIV  
**Presenting:** Michael Weiss, Co-founder, bitemojo, JERUSALEM  
Orit Strauss, Founder & CEO, GivingWay, TEL AVIV  
Deddi Zucker, Founder & CEO, BooksOnMap, TEL AVIV  
Michal Hubschmann, Co-founder & CEO, VDroom, TEL AVIV

### THE DEMOCRATIC CITY

#### 1pm | Active Citizenship in Tel Aviv

Noam Bar-Levy, Tel Aviv Innovation Team, Bloomberg Philanthropies, TEL AVIV

#### 1:25pm | Participatory Budget in Paris

Pauline Veron, Deputy Mayor, PARIS

#### 1:45pm | Co-Creation and Co-Ownership in Cities: "Can We Engage People without Fear?"

Atem S. Ramsundersingh, CEO, WÉnergie, SINGAPORE

#### 2:05pm | The Role of Families in Civic Engagement in Cities

Michael Feigelson, Executive Director, Bernard Van Leer Foundation, THE HAGUE

#### 2:25pm | Education for Democracy in Tel Aviv

Asaf Zamir, Deputy Mayor, TEL AVIV

#### 2:40pm | LGBT Rights and Religion in the Public Space in Jerusalem

Sarah Veil, Director of "Meeting Place", JERUSALEM

#### 3pm | Leading a Change in Arab Cities through Community

Gidon Bromberg, Director, Eco-Peace Middle East, TEL AVIV

#### 3:10pm | Civic Action of Young Families in Tel Aviv

Lee Zohar, Founder "Hayombek", TEL AVIV

#### 3:20pm | Public Participation in the Strategic Plan of Tel Aviv

Gli Bar-Joseph, Director of Strategic Planning Unit, TEL AVIV

### COASTAL CITIES RESILIENCE AND INNOVATION

#### Track Chair: Adv. Yaron Klein, CEO, Atarim

**Moderator:** Dr. Ori Ronen, Urban Innovation & Sustainability Lab, Porter School of Environmental Studies, TAU, TEL AVIV

#### 1pm | A Treasured Burden

Adv. Yaron Klein, CEO, Atarim, TEL AVIV

Oded Gvuli, City Engineer, TEL AVIV

#### 2pm | Partners in Concern – International Perspectives

**Moderator:** Dr. Habil Melania-Gabriela Got, Faculty of European Studies, Babe-Bolyai University, CLUJ

#### Panelists:

Max Zammit, Mayor, TA' XBIEX  
Boris Kantespolsky, Business Development Manager, Motorola Solutions Israel, LOD  
Roland Lewis, CEO, Waterfront Alliance, NEW YORK  
Guilherme Johnston, Senior Programme Manager Europe and the Middle East, 100 Resilient Cities, LONDON

#### 3pm | Partners in Innovation – Pop-up Presentations of Marine and Coast Innovations:

Inna Braverman, Co-Founder, Eco Wave Power, HAIFA  
Dr. Shimit Perkol-Finkel, CEO and Chief Scientist, TEL AVIV  
Dr. Alex Goldberg, Environmental Bioengineering Laboratory, Porter School, TAU, TEL AVIV  
Urel Babczyk, Sustainability and Green Building Director, TEL AVIV

#### 3:45pm | Connecting City, Coast and Community in Tel Aviv – Yafa:

Amalya Duek, Journalist, TEL AVIV, Interviewing Mayor Ron Huldai, TEL AVIV

#### 4pm | Happy Hour, Pastel Restaurant, Tel Aviv Museum of Art

**Opening:** Ron Huldai, Mayor of TEL AVIV  
Moshe Fadool, Chair of the Israeli Coastal Authorities Forum and Mayor of HERZLIYA  
Ophir Paz Pines, Head of the Local Government Institute, TAU, TEL AVIV



### CIRCULAR ECONOMY

#### Track Chair: Eytan Ben-Ami, Head of the Environmental Authority, TEL AVIV

**Track Manager:** Naama Karmon, Circular and Sustainable Economy, Environmental Authority, TEL AVIV

#### 1pm | Greetings: Municipality of Tel Aviv-Yafo

Avi Blau, Head of Afeka Institute, TEL AVIV

#### 1:10pm | "So What's So New About the Circular Economy"

Julia Vol, Portfolio Manager at Ellen MacArthur Foundation, LONDON

#### 1:25pm | "Circularity in Municipalities: Global Case Studies"

Stadjana Mijatovic, Circular Innovation Program Manager, CTO Office, AMSTERDAM  
Stuart Ferguson, Head of Investment, LWARB, LONDON  
Matthias Sinn, Head of European Green Capital ESSEN

#### 2:30pm | "Circularity in Finance and Business: Investments, Strategy and Startups Companies"

Enrica Arena, Global Change Award Winner, CEO and Co-founder of Orange Fiber, MILANO

#### 2:40pm | Circularity in Finance

Massimiano Tellini, Global Head of Circular Economy, Intesa Sanpaolo Bank, MILANO

#### 3pm | Circularity in Business and Innovation

Yoni Shiran, Circular Economy in Industrial Systems, SystemIQ, LONDON

#### 3:15pm | Circularity in Startups.

Oshik Efrati, Founder & CEO, HomeBioGas, BET YANAI

#### 3:25pm | Closing Remarks: "What Have We Learnt and What are the Opportunities for Israel in CE"

Avi Blau, Afeka Institute, TEL AVIV

### EATING HEALTHY IN AN URBAN ENVIRONMENT

#### Track Chair: Eytan Ben-Ami, Head of the Environmental Authority, TEL AVIV

**Track Managers:** Ruth Stossel Wainer and Guy Deknuyt

#### 1pm | Greetings

Mehereta Baruch Ron, Deputy Mayor, TEL AVIV  
Prof. Itamar Raz, President of the Israeli Forum for a Healthy Lifestyle "Mehayom", TEL AVIV

#### 1:30pm | "Amsterdam Children are Getting Healthier: Results of an Integrated Community Approach"

Prof. Jacob Seidell, Head of the Institute for Health Sciences at the VU University in Amsterdam, AMSTERDAM

#### 2pm | "Food Innovation in the City"

**New High School's Cafeteria Model**  
Dana Schleifer, Tel Aviv iTeam, Bloomberg Philanthropies, TEL AVIV & Ruth Stossel Wainer, Urban Food Policy Coordinator, Environmental Authority, TEL AVIV  
**Introducing Valiber**  
Yuval Klein, Founder & CEO, Valiber, BINYAMINA

#### 2:30 | "Using Behavioral Economics to Improve Eating Behavior in Urban Environments"

Dr. Aner Tal, Cornell University, NEW YORK

#### "Healthy Living in The City: Utilizing Digital Technology to Create an Enabling Urban Environment"

Dr. Rachel Miron, Director, Healthy Living, SAVYON

#### "Food in Yokohama: Connecting Municipality and Community in Strength"

Makoto Sekiyama, Director General International Affairs Bureau, YOKOHAMA  
**"Bete'avon – Tel Aviv's Urban Food Policy"**  
Ruth Stossel Wainer & Guy Deknuydt, TEL AVIV

#### 3:20pm | "Implementing Healthy Food Policies and Programs in Urban Communities"

**Moderator:** Dr. Hagit Ulanovsky, The Israeli Forum for Sustainable Nutrition, REHOVOT  
**Panelists:**  
Prof. Jacob Seidell, Head of the Institute for Health Sciences at the VU University AMSTERDAM  
Dr. Dorit Adler, Chief Dietitian of the Israeli Council for Food Security, BEIT ZAYIT  
Prof. Ronit Endevelt, Head of Nutrition Department, Ministry of Health, JERUSALEM  
Eitan Ben Ami, Head of the Environmental Authority, TEL AVIV

#### 4pm | Closed Workshop

### INNOVATIVE URBAN FINANCIAL TOOLS

#### Track Chair: Hila Oren, CEO, Tel Aviv Foundation

**1pm | "Innovative Urban Financial Tools"**  
**Moderator:** Rinat Guy, CIO, TEL AVIV

#### Panelists:

Marco Kamiya, Head of Urban Economy Branch, UN Habitat, NAIROBI  
Chris Gourlay, Founder & CEO, Spacehive, LONDON  
Avital Blonder, Founder & CEO, Jindas, LOD  
David Kapach, Israel Dexia Bank, Former CEO & Financing Specialist, TEL AVIV

#### 1:45pm | Round Tables Workshop:

Municipal Bonds & Alternatives for Financing Urban Development  
Crowdfunding as a Tool for Community Involvement  
Local Currencies Lowering the Costs of Living  
Leveraging Land Value for Urban Social Needs  
New Models of Philanthropy and Local Development



### CREATIVE CITIES

#### Track Chair: Gideon Schmerling, Director, Media & Communication Administration, TEL AVIV

**Moderator:** Sarah Auslander, Design Expert on the Tel Aviv i-team, TEL AVIV

#### 1pm | "City Story": The story that is being told by artists and designers and their work in the public space

Sophie Bekker, Creator, Humans of BERLIN  
Roni Levit, Visual Communications Artist, TEL AVIV  
Shirin Anlen, Interactive Creator working at the Intersection of Technology and Exploratory Arts, TEL AVIV  
Ela Geinfeld, Art and Creative Director, K.A.N Broadcast, TEL AVIV  
Adam Feinberg, CEO & Creative Director, STAF, TEL AVIV

#### 2pm | "City Experience": Storytelling: the means, methods and process of creating an experience in the public space

Camille Pène, Director of Futur-en-Seine, PARIS  
Ignas Butkus, Business Development Manager, Gluk Media, VILNIUS  
Oren Ailam, Street Artist and Industrial Designer, TEL AVIV  
Orlan Sharoni, Explorer and Maker, TEL AVIV  
Efrat Yedid, Head of the Visual Communication in the Public Space program, The college of Management, RISHON LEZION



### INNOVATION DISTRICTS AND THE EXAMPLE OF TEL AVIV

**Track Manager:** Louise Belfrage, Axson Johnson Foundation

#### 1pm | Introduction and Welcome:

Peter Emlund, Program Director, Urban City Research at Axel and Margaret Axson Johnson Foundation, STOCKHOLM

#### 1:10pm | Session 1: The Rise of the Urban Innovation District

Discussion moderated by: Bruce Katz, Inaugural Centennial Scholar, Brookings Institution, WASHINGTON DC  
Rick Siger, Director of Strategic Initiatives and Engagement, Carnegie Mellon University, PITTSBURGH  
Luise Noring, Project Lead and Partner CBS, Assistant Professor, European Commission, Expert and Evaluator Brookings Institution, Senior Research Fellow, COPENHAGEN

#### 2pm | Coffee Break

#### 2:30pm | Session 2: Some Critical Observations

Discussion moderated by: Michael Mehaffy, PhD, Senior Researcher in Urban Sustainability, KTH Royal Institute of Technology, CFP, STOCKHOLM & PORTLAND  
Peter Nijkamp, Professor Emeritus in Regional & Urban Economics and in Economic Geography, Vrije University, AMSTERDAM  
Karima Kourtit, PhD, Department of Spatial Economics, Vrije University, AMSTERDAM  
Yoav Goldwein, PhD Student, KTH Royal Institute of Technology, STOCKHOLM

#### 3:10pm | Coffee Break

#### 3:40pm | Session 3: The Case of Tel Aviv

Discussion moderated by: Tigran Haas, Director, Associate Professor, ABE School, KTH Royal Institute of Technology, CFP, STOCKHOLM  
Sergio Porta, Professor of Urban Design and Director of Urban Design Studies Unit, University of Strathclyde, UK  
Yodan Rofe, Professor, Architect and Urban Designer, Ben Gurion University, BEER SHEVA  
Nachman Shelef, Co-Founder, Chairman and CEO, ConteXstream, Inc. TEL AVIV

#### 4:40pm | Concluding Remarks

Bruce Katz and Tigran Haas



AXEL AND MARGARET AXSON JOHNSON FOUNDATION